

**BUTTE COUNTY
CHILDREN AND FAMILIES COMMISSION
Friday, January 16, 2004
Minutes**

Held at the Mira Loma Drive county offices, the meeting was called to order at 8:30 a.m.

Item 1: Introductions

Commissioners present: Jane Dolan, Marian Gage, Mark Lundberg, Karen Marlatt, Linda Moore, Phyllis Murdock, Gene Smith Alternates: Jeff Fontana, Mary Neumann

Commissioners absent: Patricia Cragar, Sandra Machida

Staff present: Cheryl Giscombe, Anna Dove, Bobbi Dunivan, Eva Puciata, and Susan Billings

Staff absent: None.

Also present were: Kristin Gruneisen/Opt For Fit Kids, Cindy Wolff/Opt For Fit Kids, Howard Wolff/Butte Canyon Research Association, Peggy Mitchell/BCOE, Elaine Lucero/American Lung Association, Aimee Myles/Public Health, Brandy Burke/Public Health, Dolores Marcotte/Enloe, Barbara Hanna/Home Health Care Management, Lloyd King/Grandparents As Parents, Helen Turner/CA Childcare Resource and Referral Network, and others who arrived later.

Chair Mark Lundberg opened the meeting with introductions.

Item 2: Consent Calendar

On the consent calendar were the DRAFT November 21, 2003 Commission Meeting minutes, DRAFT December 19, 2003 Special Commission Meeting minutes, DRAFT Tobacco Policy, DRAFT Amended RFP/RFA Protest of Denial Policy and Procedure, and DRAFT Honoraria for Commission members.

Phyllis Murdock made a motion to approve the consent calendar. Karen Marlatt seconded the motion. The motion passed unanimously.

Item 3: Grantee Presentation

Cindy Wolffe, Ph D, presented information on the OPT (Overweight Prevention and Treatment) For Fit Kids program. OPT for Fit Kids is a comprehensive lifestyle change program designed specifically for children and their families. OPT is designed to assist families in making changes in nutrition, activity, exercise, lifestyle, and attitudes that promote healthy eating and activity patterns. OPT is currently funded by two streams, the California Nutrition Network and Prop 10. OPT has an office in both Chico and Oroville. In both cities, the OPT office is located next door to the Women, Infants, and Children (WIC) office in an effort to enhance access to OPT services and to encourage collaboration between agencies.

Childhood obesity is an epidemic. Infants born in today's world run a one in three chance of developing diabetes. It is estimated that every child who develops type 2 diabetes will need approximately \$7Million in treatment services throughout their life. With the odds of developing the disease at a young age and the staggering health care costs associated with treatment, prevention is paramount. Obesity is much easier to prevent than to treat.

OPT has done significant research on dietary and activity behaviors associated with overweight risk among preschool children and on nutrition education in promoting the 5-A-Day message. OPT for Fit Kids grad

students will present the findings of four OPT- conducted studies on Capital Hill in April 2004, having won a small grant to do so from the CDC and the Association of American Colleges and Universities.

OPT is comprised of three main components: Family-based nutrition education, media campaign efforts to educate the community and offer OPT services, and early childhood nutrition education for parents, teachers, and children. As part of the last component, staff members visit local preschools and provide materials and services, such as the OPT-developed L.E.A.P. (Lifelong Eating and Activity Patterns) curriculum to educate young preschoolers on healthy eating habits and physical activity. The OPT program can extend services very easily by using student interns and currently has approximately thirty student interns from five different majors.

At the conclusion of the presentation, Mark Lundberg questioned how funding is going for the program. The program is receiving stable funding from California Nutrition Network as matching funds, but OPT must have base funding from another source. At this time, the base funding comes mainly from Prop10. The CNN does not match many sources of funding, so OPT is narrow in what they can use as base funding. Federal and Endowment Foundation grants are not matchable grants for CNN, but school district, Prop10, and Public Health funds do qualify. It is an issue they are constantly researching.

Jeff Fontana encouraged OPT staff to take every opportunity to use the media as a vehicle for bringing information about the program to the public's attention and reinforcing it over time.

Item 4: Administration Committee Report

(A) The Administration Committee met on January 5, 2004 and made no changes or additions to the Agenda. The primary Agenda Item was to address items tabled during the last regular Commission meeting. Recommended for approval were the Capitol Improvements Policy (A), Competitive Grant Eligibility Policy (B), Vehicle Purchase Policy (C), Mini-Grant Policy for Child Care (E), Grant Lapse Policy (G), Multiple Mini-Grant Application Policy (H), Real Property Purchase Policy (I), Multiple Year Grant Policy (J), Competitive Grant Funding Limit Policy (K) and Non-Supplanting Policy (L). The policy on property being purchased with grant funds (F) will be deferred to Dave McClain, County Counsel, for further review. The question of whether or not a portable is considered real property will also be referred to Counsel for clarification. It was the recommendation of the Administration Committee that the Policy on Competitive Grants for Childcare (D) not be adopted or approved.

Marian Gage made a motion to approve the funding policies, including suggested modifications from the Administration Committee, with the exception of the following: To defer Item F to County Counsel for further review and to not approve Item D. Karen Marlatt seconded the motion. The motion passed unanimously.

(B) The Administration Committee's recommendation to include limitations on name usage in grantee contract language was not approved during the November 21, 2003 Commission meeting and was referred back to the Committee for further review. The Program Manager's recommendation was to approve the limitation on name usage to lessen public confusion about the BCCFC and its grantees. The Committee was in agreement with the PM recommendation. It was the recommendation of the Committee that the policy language "Usage of the term 'Children and Families Commission' in Butte County, refers to the BCCFC, and Partner will not incorporate that term in its own name, signage, or logo" be adopted.

Marian Gage questioned the necessity of restricting grantee use of the term *Children and Families*, which is commonly used language in the fields of child development and advocacy and seems unnecessarily limiting for grantees. Jane Dolan countered that the use of the Commission's name, in whole or in part, particularly by any of our funded programs, can be confusing to the public and seems like a bad idea. Jeff Fontana noted that public confusion about the Commission's name could be viewed as an opportunity for clarification about the Commission and its role in the community. Gene Smith commented that the State Commission likely had similar discussions and eventually changed their name to 'First 5'. Would it be appropriate to consider changing

Butte's Commission name as the State did? Marian Gage said that she would feel more comfortable having that discussion than to approve the suggested restriction.

The Commission visited the idea of changing names about a year ago, but the general consensus was that the community and partners recognized the Commission by the BCCFC name. It was thought that changing the name to First 5 would cause unnecessary confusion for the public. Ultimately, the Commission decided to retain its current name and to use the California First 5 logo as a tag line.

Phyllis Murdock made a motion to adopt grantee limitations on Commission name usage. Jane Dolan seconded the motion. Gene Smith and Marian Gage voted not to pass the motion. By a 5 to 2 majority vote, the motion passed.

(C) A proposal by Glenn County to co-sponsor the Dr. Ruby Payne workshop was discussed during the November 21, 2003 Commission meeting. At that time, the consensus of the Commissioners was to decline the invitation, but final action was left to the Program Manager's discretion. Staff remained in support of the collaboration and brought the issue to the Committee. On further review, the Committee gave its support to the project.

Jeff Fontana said that he would like to see a regional training plan for the North State, rather than simply sponsoring the occasional workshop. We can strengthen our Commission, our grantees, and the community by developing a structured training plan of action in collaboration with other North State agencies. He encouraged staff of both Glenn and Butte Counties to bring the concept to the next regional meeting. Gene Smith would like to see some follow up to the training: Has it been implemented in a meaningful way? Has there been continued collaboration? What is the next step and/or what else is needed? We don't want to lose the momentum before putting into practice what has been learned. If not appropriate for this event, then perhaps the idea can be included in efforts to create a regional training plan.

(D) The California First 5 Association has requested volunteers from county Commissions to participate in statewide advocacy efforts. Karen Marlatt and Jeff Fontana voiced interest in participating, as it is a tremendous opportunity to strengthen our local voice at the state level. Staff will prepare a survey for all Commissioners to complete, highlighting the questions asked on the First 5 letter.

Phyllis Murdock made a motion to approve Karen Marlatt as the Commission representative, with Jeff Fontana acting as second. Gene Smith seconded the motion. The motion passed unanimously.

The next Administration Committee meeting will be held on March 03, 2004.

Item 5: Public Hearing on Annual Strategic Plan Revision

Barbara Hanna thanked the Commission and staff for their hard work on the Strategic Plan. She made a suggestion to change the language of both the Strategic Plan and the RFP for Priority Area One, Outcome Two; that the term 'substance free' be changed to 'smoking, alcohol and drug free'. Staff confirmed that the suggested change had been approved by the Commission and changed in the Strategic Plan final DRAFT and the RFP.

Item 6: Strategic Plan Adoption

Phyllis Murdock made a motion to approve the revised Strategic Plan. Marian Gage seconded the motion. The motion passed unanimously.

There was a break from 9:50- 10:00 A.M.

Item 7: Staff Report

Cheryl Giscombe opened with additions/corrections. Eva Puciata made a budget correction to page 11, the Fiscal Overview.

Staff recommended retaining Wallace Rowe & Associates as an independent contractor for the Commission for the next three years. Eva Puciata commented that she felt Wallace did a competent job, including finding potential loopholes and bringing them to the attention of the Commission. Jane Dolan was surprised at the recommendation. She felt that Wallace was unprepared at the November meeting, that his report contained incorrect data and was hot off the printer, and that he proceeded to argue with Commissioners. After three years of working with our Commission, he did not seem to understand how we interface with the County Auditor and other agencies. Jane suggested that the Commission go out for proposal to hire a new Auditor. Gene Smith and Mary Neumann suggested seeking bids for our next audit, as well. The issue was referred to the next Administration Committee meeting as an agenda item.

Anna Dove reported that the Request For Qualifications (RFQ) has gone out to the evaluator. She asked that the names of interested or potentially qualified individuals be forwarded to her for distribution as soon as possible. The RFQ indicates that Commissioners will participate in the interview panel the week of March 1, 2004. Thus far, Marian Gage is the only Commissioner who has volunteered to serve on the panel.

Bobbi Dunivan noted that typos have been corrected on the Request For Proposal (RFP) and that it will be released on January 20, 2004. Seven Commissioners have volunteered to act as readers and Bobbi is looking for three or four outside readers to complete the team.

Jeff Fontana commented that the Grant Council has a tremendous potential to link us all together. The public needs to be aware of the fabric of BCCFC efforts. He shared his appreciation of the Council and its efforts. Bobbi Dunivan reminded everyone that Commissioners are welcome and encouraged to attend the Grant Council meetings. At that level, they are able to directly participate and interface with contractors/partners. The next Grant Council meeting is scheduled for February 4, 2004 at the Esplanade Building in Chico. It runs from 11:00 AM- 1:00 PM (sometimes 1:30 PM) and lunch is provided.

On January 7, 2004, staff met with Jean Solese, Executive Director of Nevada County Children and Families Commission to review their proposal review process. They willingly shared their procedures with us and much of the information will be helpful in our efforts. Jean mentioned Placer County's Technology of Participation Methods (TOP) granting process as another model, though not necessarily the mainstream model. Jean's background is in law and, while she appreciated the cohesiveness Placer has created with a community approach to grant making, it is a bit scary from a legal vantage point. Nonetheless, it is another example of the granting process.

A meeting was held on January 14, 2004 between Heather Cho, Commission Staff and Jeff Fontana to address media efforts for the Commission. One of Jeff's suggestions was for Commission and staff to meet with an editorial board and attempt to make a year long plan, to include articles on our efforts, updates, and more. Cheryl noted that we are not implementing a media plan at this juncture, but hope to do so in the near future. Jeff suggested the idea be referred to a Committee for further consideration. It was decided that the media plan would be referred to the Ad Hoc Committee for consideration.

Jeff commented that his idea of a staff retreat would be a noticed, facilitated half-day event where Commissioners could come together to discuss hot topics, such as school readiness or early childhood learning. By way of training and experience, Commissioners would have the opportunity to communicate about the issues surrounding complex initiatives. There was a lack of interest on the part of many Commissioners to participate in a Commission/Staff development day (retreat).

Item 8: Proposed Annual BCCFC Conference

Jeff Fontana would like to see the Commission take more responsibility for marketing grantees, educating the community about what we do, and taking advantage of the interface opportunities we have through the media. He would like to see a yearly public event that highlights our grantees and what they are doing in the community. He will refer the idea to a committee for further review. Commissioners shared appreciation and support for his ideas.

Public Comment

There was no public comment.

Item 9: Closed Session

The Commission went into closed session with County Counsel at 10:40.

Jane Dolan made a motion to empower the Chair to sign legal documents relative to pending litigation and any judgments that may be forthcoming. Phyllis Murdock seconded the motion. The motion passed unanimously.

The next regular Commission meeting is scheduled for March 19, 2004.

The meeting adjourned at 11:00 A.M.

Minutes by Susan Billings
Administrative Assistant